


John Locke (1632-1704)

Locke and the British associationists

tabula rasa: Blank slate



Ideas = Associations
of
Sensations, Reflections,
Emotions

Schools of Thought:

Structuralism

Goal: What is the **content** of the mind and
How did it get there?

Method: Introspection

Rules of Association:

1° rule: **Contiguity**
Temporal
Spatial

Other rules:
Frequency
Intensity
Similarity

Darwin

Continuity of species

Natural selection

2 important features

1. **Variation** in a trait
2. **Selection**

Reproduction (not survival per se)

Schools of Thought:

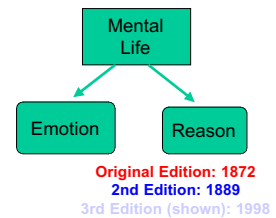
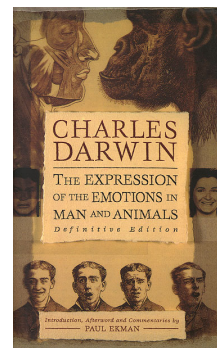
Structuralism (from previous notes)

Goal: What is the **content** of the mind and
How did it get there?

Functionalism

What is the **activity** of the mind?
What is its purpose?

Adaptive value of mental activity



Georges Romanes

Animal Intelligence

Method:
Collection of anecdotes:
Personal accounts
of intelligence
in animals

Original Edition: 1882

“ . . .Dogs get lost hundreds of times, and no one ever notices it or sends an account of it to a scientific magazine. But let one find his way home from Brooklyn to Yonkers and the fact immediately becomes a circulating anecdote. “

Thorndike, 1898

Thorndike

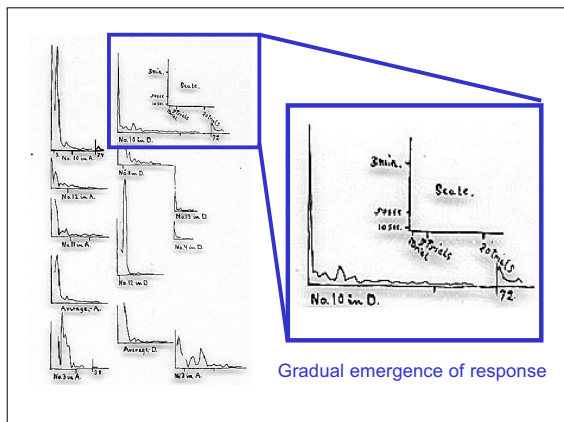
Law of Effect

If a behavior in the presence of a stimulus is followed by **satisfaction**, the **association between the stimulus and the response** is strengthened.

S — R — S*

Response becomes "connected" to the stimulus situation;
The connection is "stamped in";
The likelihood of that response will increase.

Box K



Schools of Thought

Behaviorism (Thorndike, Watson)

Goal: Predict and control behavior

Subject: Behavior (not "mind")

OBSERVABLES

Determinants: Environment

Unit of analysis: Habit; Specific behavior

Method: Experimental (animals)



Model human behavior

Law of effect: Descriptive (increased behavior)
vs. Theoretical (S—R bond)

Wolfgang Köhler


Insight learning

NOT gradual learning, as Thorndike predicts

Clever Hans, Berlin 1904

Condition	Number of Times	Percentage Correct
Experimenter not seen	35	6
Experimenter seen	56	89
Undecided	11	18



I.P. Pavlov, (1887)
Work of the digestive glands.

Nobel Prize in Physiology & Medicine, 1904
(First to a physiologist)

Circa 1900, about 50 years old

